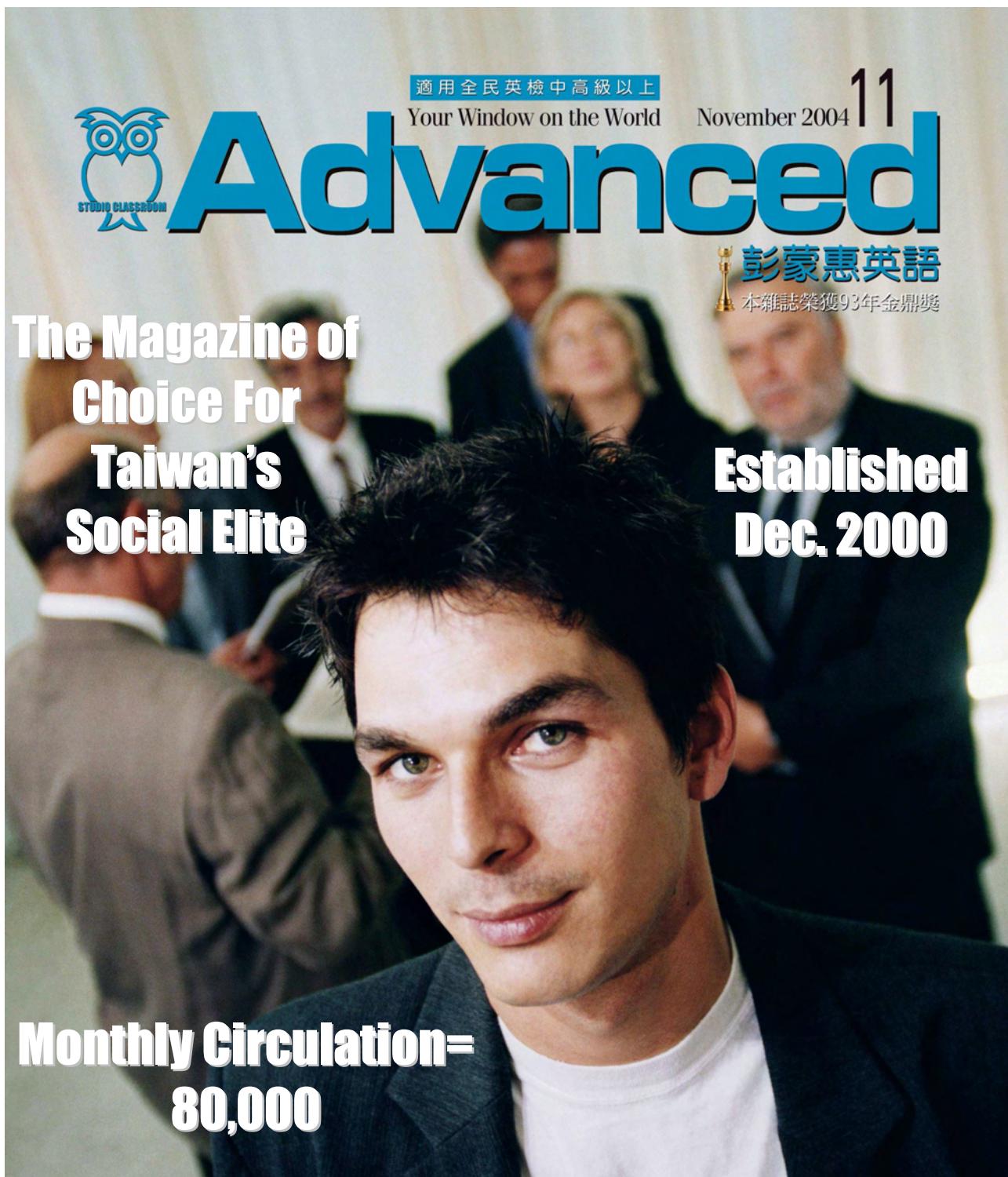


Advertise in Advanced: Taiwan's Window on the World



適用全民英檢中高級以上
Your Window on the World
November 2004 11

STUDIO CLASSROOM **Advanced** 彭蒙惠英語
本雜誌榮獲93年金鼎獎

The Magazine of
Choice For
Taiwan's
Social Elite

Established
Dec. 2000

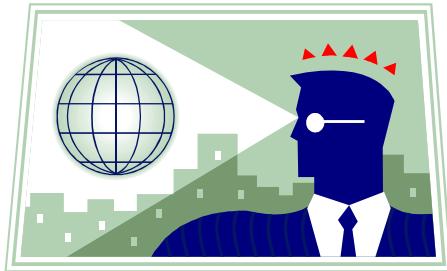
Monthly Circulation=
80,000



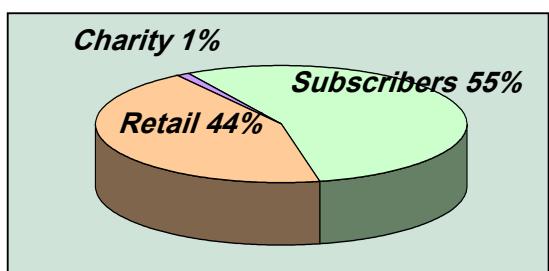
Advertising Agent:
Tel: (02) 2721-9639
Fax: (02) 2741-6286
Email: comm58@cheesead.com.tw

Reason 1. Advanced International Perspective

Your Window on the World is *Advanced* magazine's motto. More than an English teaching magazine, it is a rich source of information about the world today. Readers not only strengthen their English skills, but also bridge themselves to the global village by developing an international perspective.



Sales Channel Distribution

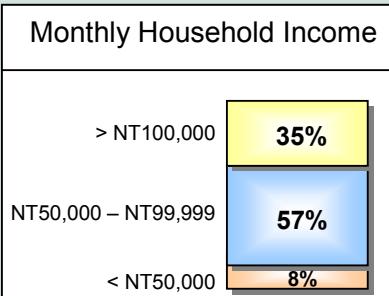


Reason 2. Circulation

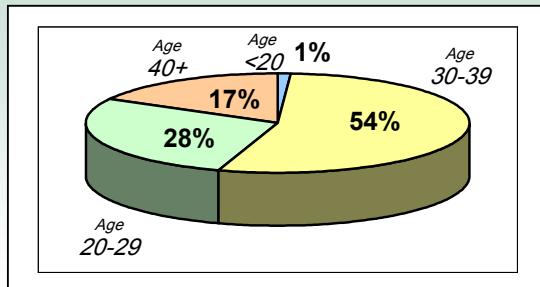
Monthly circulation for *Advanced* magazine is approximately 80,000. The high subscriber to retail ratio provides stable sales. Being relatively new to the market, it is anticipated that *Advanced* will achieve continued growth in the future.

Reason 3. Reader Profile

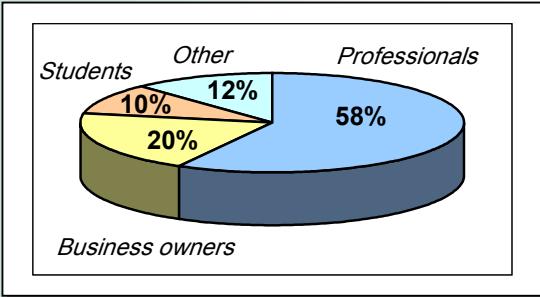
"Advanced" is truly the way to describe our readers' English ability. They are influential people: entrepreneurs, corporate business employees, and university students with an eye on the future. They have considerable disposable income and sophisticated tastes.



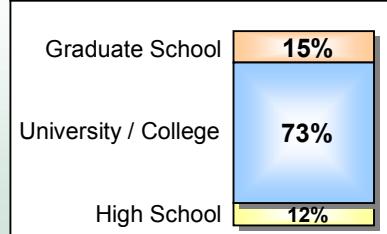
Readers' Age Breakdown



Readers' Occupational Breakdown



Readers' Educational Level



Reason 4. Integrity and Trusted Content

When you advertise in our magazine, you can be confident that the integrity of your brand is upheld. *Advanced* focuses on positive themes and covers a wide range of topics that offer something for all kinds of opinion leaders in Taiwan. With *Advanced* you have the confidence that your product or services' perceived value will only be enhanced.

Rich content.....65%
Sophisticated printing...18%
English teaching.....15%

Reasons stated for buying

In 2004, Advanced magazine won the Golden Tripod Award, the highest honor in Taiwan's publishing industry. Advanced received this award in the category of "Best Language Learning Tool."



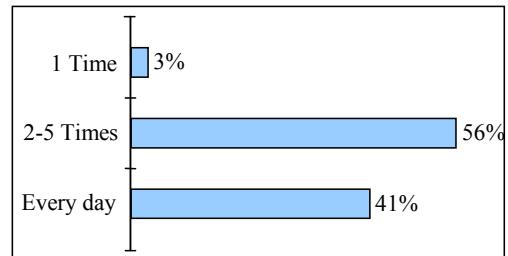
Reason 5. Advertisement Length of Time

By advertising in *Advanced*, you can be assured that your target audience is reached 15 days in advance from the start of the month.

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Each issue provides 45 full days of advertising opportunity!

Reading Frequency Per Week



Because our content is education based, most of our readers view the magazine almost everyday. That means they are viewing your advertisements everyday!

Reason 6. Maximizing Your Message

Advertisements are limited to 15 pages in each issue. Because of this, combined with no face-to-face advertisements, your message can be conveyed more effectively.



Because our magazine serves as an educational tool, it is used differently than other magazines. Here's how:

- 1) It is not quickly browsed through like most magazines. Instead, readers spend considerable amount of uninterrupted time using it.
- 2) It is used with our other multimedia products, such as our radio shows, and interactive CD-ROM, creating stronger image building for your products.

Price Chart



Printed Page	Cost NT\$	Size	Paper Description
(大) Back cover	280,000	21x27.8	150g. Double-sided triple blade coated art paper 高級超亮面銅板紙
(大) Inside cover page	220,000		
(大) Inside back cover page	180,000		
(大) Full Inside page	160,000		70g. Light-coated wood-free paper 高級雪面雜誌紙
(大) Center spread	280,000	41.8x27.8	
(小) Half page	130,000	(V)8.5x25 (H)18x12	65g. Light-coated wood-free paper
(小) 1/4 page	100,000	(V)8.5x12 (H)18x6	
(小) 1/4 page (on subscription order form)	110,000	8.5x12	
Loose Insert	3.5 / insert	Must be under 10g.	Provided by advertiser
CD cover (single color)	160,000 / issue	12.7x12.7	250g. Double-sided coated cardboard 銅西紙

Order Information

Publishing Date:

The 15th of every month for the following month's issue. (ex. July issue is printed on June 15th).

Delivery Schedule:

- 1) Finished Art/MO due on the 20th of the month (25 days prior to publication)
- 2) 4-color separation (175 screen lines)

Half page (小版) due on the 27th of each month (17 days prior to publication)

Full page (大版) due on the 30th of each month (15 days prior to publication)

CD cover due on the 22th of each month (23 days prior to publication)

Specifications:

Advertisements are printed by 8-color high-speed web press. Text is read western style (left to right).

Advanced magazine uses special industry-type staples to ensure binding quality.

An ad is limited to 4 negatives. There is an extra charge of NT\$800 for each additional negative.

Payment and Additional Charges

Payment:

Payment is to be in cash or check within 30 days of ad placement.

Ads of similar products or related English learning products are not offered any discount.

Cancellation:

Advertisers who wish to cancel an ad placement must inform us in writing before the 20th of the month prior to publishing. If this deadline is missed, the advertising fee will be charged as scheduled.

Special Requirements:

NT\$ 30,000 will be charged for specified location or special layout required by clients.